

ABSTRACT OF THE DISCLOSURE

Systems and methods are disclosed for processing an electronic order to purchase an item via the Internet. A purchaser places an order at a client system and a server system receives the order. The server system receives with the order, an electronic request to purchase certain goods or services and notification information. The notification information is representative of at least one communication pathway for communicating with the shopper. Then the occurrence of a triggering event that affects the performance of the electronic request is recognized and the shopper is notified that the triggering event has occurred via the at least one communication pathway as represented in the notification information.